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Today's Leaders

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**Hear Tomorrow's
Business Opportunities
from . . .**

Today's Leaders

by Marilyn Adix, H. Ed. 2

I'd like a job which would give me an opportunity to travel."

"A chance to work in the fashion world, that's for me!"

"How do you suppose you learn to take those glamorous food pictures?"

College students dreaming of future careers are full of questions about how to prepare for and find the right job. Do you, too, aspire to a position in business and wonder what a future employer might expect you to know and do?

Three seminars on The Young Home Economist in Business will offer you a rare opportunity to learn to train for a challenging career in industry. Dean LeBaron describes the seminars as "three field trips coming to the campus, available for ALL students."

Each seminar will bring leaders from industry to the campus. On January 31, areas of interest are

design, art and merchandising. The speakers will be Myrna Bordelon, Bordelons North Inc. of Chicago; Marion Turpin, Stix, Baer, and Fuller, St. Louis department store; and Robert W. McCloskey, Hallmark Cards Inc. of Kansas City. Mr. McCloskey, as director of contemporary design for Hallmark Cards, is in charge of creating the greeting cards which invariably draw many enthusiastic readers when displayed.

On February 7, careers in household equipment and foods and nutrition will be emphasized. The speakers will be Virginia Van Nostrand, Whirlpool Corporation of St. Joseph, Michigan; Marguerite Gustafson, American Dairy Association of Chicago; and Jeanne Paris, Swift and Company of Chicago.

(Cont. page 12)



Marguerite Gustafson
American Dairy Association



Marion Turpin
Stix, Baer and Fuller



Jeanne Paris
Swift and Company



Virginia Van Nostrand
Whirlpool



Robert McCloskey
Hallmark

Business Seminars, — *Cont. from page 5*

Miss Gustafson, home service director of the American Dairy Association, and her assistants develop recipes using dairy products and prepare food photographs and releases for national publicity and advertising.



Robert N. Smith
Anna Maude Cafeterias

As Director of the Home Economics Division for Swift and Company, Miss Jeanne Paris heads the nationally-known Martha Logan Test Kitchens. She and her staff work with the product departments in the laboratories to develop new foods. They test recipes, prepare photographs and keep roasting schedules and time tables up to date. This information reaches the homemakers through package labels, newspaper and magazine articles, cooking schools and radio-television appearances.

On February 14, the third seminar will emphasize careers in institution management and journalism. The speakers are Gertrude Dieken, *Farm Journal* of Philadelphia; and Robert N. Smith, Anna Maude Cafeterias Inc. of Oklahoma City.

The third speaker on February 14 will be Patricia Dohrenwend, a home economist from the Public Relations Department of J. Walter Thompson Advertising Agency in

Chicago.

Mr. Smith graduated from the Hotel and Restaurant School at Oklahoma State University, Stillwater, Oklahoma and has been with the Anna Maude Cafeteria in Oklahoma City for 14 years. His



Gertrude Dieken
Farm Journal



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main interest in food service has become quality food production, based on properly planned menus. He has also served on the Board of Directors of the National Restaurant Association as Chairman of the Public Health, Food and Equipment Research Committee and is a member of the Society for the Advancement of Food Research.

Miss Dieken is editor of *Farmer's Wife* magazine within the covers of the *Farm Journal*. In this capacity, she directs the women editors of the nation's largest farm magazine, which numbers some 3,100,000 subscribers. Miss Dieken is a native of Iowa and a graduate of Coe College in Cedar Rapids.

Admission to the three business seminars is free, but in order to anticipate attendance, tickets must be obtained in advance. They will be available in Room 122, MacKay Hall, a week before each meeting.

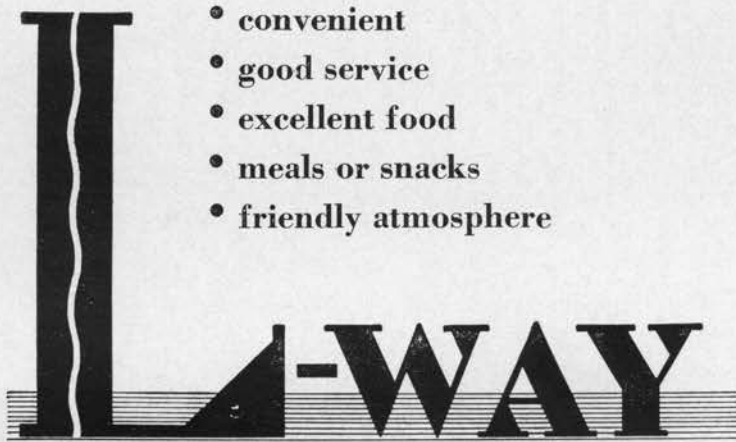
The basic plan for each seminar is the same. The speakers will participate in a program from 4:00 to 5:30. Later that evening, there will be a dinner where faculty members will have an opportunity to meet and talk with the speakers.

Students will be able to make appointments for individual conferences with each of the speakers the following day.



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